

OFFICE OF EDUCATION GUIDE TO GRAPHIC ARTS SOFTWARE



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1995 LARSS Technical Report Abstract

Objectives:

During my summer experience in the LARSS program, I created a performance support system showing the techniques of creating text in Quark XPress, I then placed the text into Adobe Illustrator along with scanned images, signatures and art work partially created in Adobe Photoshop. The purpose of my project was to familiarize the Office of Education Staff with Graphic Arts and the computer skills utilized to typeset and design certificates, brochures, cover pages, manuals, etc.

During my summer experience in the LARSS program, I created logos, brochures, cover pages, manuals and certificates using Quark XPress, Adobe Photoshop and Adobe Illustrator. By incorporating scanned images and photographs from Photoshop into Illustrator along with text from XPress, I utilized all the aspects of typesetting and design. With over 60 projects completed this summer, my skills as a graphic artist have been used by the Office of Education extensively. That is why, as my final project, I am creating a step by step guide for typesetting text, scanning signatures and photographs and designing page layouts.

To give you an idea of the role of each graphics program, I will show you it's function. XPress was used to typeset this portion of my paper. I also created the LARSS/ASEE banquet program in XPress. It has typographical functions that allow total control over leading, x-height, letter spacing, word spacing and so on. Mainly, it has a spell checker. That is it's best typesetting function. My title page was created in Illustrator along with all the viewgraphs I did this summer. Illustrator's design functions allow text and art to be manipulated, moved and adjusted with ease. Text from XPress and photographs and line art from Photoshop can be imported directly into Illustrator for quick and easy page layout. Photoshop not only allows total manipulation of photographs, but it is also the connection to our ColorOneScanner. This program captures signatures, photographs and line art to be exported to other programs for incorporation into page layout designs or simply to be printed directly from Photoshop after being cleaned up.

I will explain the operation of the scanner first. **Here are the basics for opening Photoshop and scanner with the ColorOneScanner:**

1. First, turn on the ColorOneScanner & *then start* the Macintosh.
2. Double click on the Hard drive to open the hard drive window.
3. Open the Applications window and open the Photoshop window.
4. Double click on the Photoshop icon to launch the program. It will take a few seconds to open the program.

5. Go to File menu, scroll down to Acquire and move cursor over to OneScanner. The scanner dialog box appears.
6. Select the scan parameter. ie. 300 dpi, color or grayscale.
7. Click the preview box. The scanner previews your selection.
8. In the image field, select the area to be scanned by clicking, holding down & dragging the cursor to select all of the image area you want scanned.
9. Click on Scan to capture the image.

The image is now scanned and ready for manipulation. First and foremost, SAVE the file. It is most frustrating to lose a large scan simply because you did not save it directly after scanning. Also, remember to save the image on the hard drive in a folder designated for your work. You do not want to search for files that have been saved haphazardly.

Here are some tips for scanned signatures.

1. After scanning as a grayscale image and saving, choose the pointer tool and select the desired area by clicking at one corner of the image and dragging to the opposite corner.
2. Go to the Edit menu to Crop, release and the image is cropped to your specifications.
3. Use the magnification tool to enlarge the scan to a view of 1:1.
4. Go to the Image menu to Adjust to Brightness/Contrast. The Brightness/Contrast dialog box appears. Slide the brightness bar to the right to brighten the background of the scan and the contrast bar to the right to darken the name in the scan. Hit OK.
You want a solid white background with a consistently black signature.
5. Make any further adjustments necessary for a quality image.
6. Go to the Mode menu to Bitmap and hit OK, OK.
7. Save the file by using the File menu, Save As option. Under Format, save as an EPS file. Replace the image and be sure the Transparent Whites option is clicked on.

When scanning a photograph, use the same guidelines but feel free to adjust the image

using any of the adjustment tools and filters Photoshop offers with assistance from the Adobe Photoshop User Guide.

Just as Photoshop has specific functions relevant to the graphic arts, so does Quark XPress. XPress offers typographical freedom and expression. Creating text in XPress is simple and allows multiple pages, importing of text and graphics from other programs and spell checking. Although XPress does not allow for the diversity available in Adobe Illustrator, it is a valuable tool for the graphic artist.

Below are the steps for entering text into XPress.

1. Turn on the Macintosh.
2. Double click on the Hard drive to open the hard drive window.
3. Open the Applications window and open the Quark XPress window.
4. Double click on the Quark XPress icon to launch the program. It will take a few seconds to open the program.
5. Go to the File menu, select New and choose a Document format. Specify size, columns, and margin specifications and hit OK. Be sure the Automatic Text Box is clicked on.
6. Select the type/scroll tool, click in the Text Box on the page and begin typing.
7. Use the text bar at the bottom of the page or use the Style menu to change fonts, point size, leading, alignment and word/letter spacing.

Any number of changes can be made to text in XPress; so be creative, remember to save often and use the Quark XPress Reference Manual if you become lost or for suggestions to creating a typographical masterpiece.

With Photoshop and XPress having such specific graphic art qualities, it would be expected for Adobe Illustrator to be just as specialized as well. But it is not. Illustrator will perform many of the functions of the other two programs, just not as specialized. Illustrator does text as well as XPress, only Illustrator does not have a spell checker and has memory problems after

using the Tab function. (So *NEVER* do Tabs in Illustrator!!) And Illustrator even goes farther than XPress in it's capability to "play" with text. You can type on a curve, in a box, rotate text, skew text, have access to millions of colors not only for text but also for artwork. You can create artwork and manipulate that artwork in Illustrator just as you can photographs in Photoshop. Basically, Illustrator is the medium to bring all the other art elements together in. Much like a canvas for a painter or a rock for a sculptor. Illustrator's diversity allows many functions to be available in one program and allows a document to be accurate typographically, visually and artistically.

Listed below are the basics to opening Illustrator to create a certificate.

1. Turn on the Macintosh.
2. Double click on the Hard drive to open the hard drive window.
3. Open the Applications window and open the Adobe Illustrator window.
4. Double click on the Adobe Illustrator icon to launch the program. It will take a few seconds to open the program.
5. Illustrator automatically gives you an 8.5 x 11 page setup. For 11 x 8.5 certificates, go to the File menu, to Page Setup and the Page Setup dialog box appears. Click on the 11 x 8.5 page orientation picture.
6. Go to the bottom right corner where the rulers cross and drag the crosshair to the edge of the page. This resets the rulers to correspond with the new page orientation.
7. Select the Text Tool Icon in the Toolbox, click on the page where you want the text to begin and begin typing. Use the ruler as a guideline for centering text or graphics.
8. After entering text, use the Font & Type menus to change fonts, point size, leading, alignment and word/letter spacing.
9. Go to the File menu to Import Text to import any text needed from XPress.
10. Choose the Pointer Icon from the Toolbox.
11. Go to the File menu to Place Art. A dialog box appears. Go to Desktop,

Macintosh HD, Logos!Etc., Logos and select the desired logo. Click OK. Repeat with other logos, signatures, and/or scanned images from Photoshop.

12. Click and drag on the placed image to move it around on the page.

Remember that at anytime you choose a drawing tool, whether it be the pen, oval, box, paintbrush or freehand tool, you must stroke and/or fill the object. **Here is how to use the Paint Style dialog box:**

1. Click on the object to be stroked/filled. (Click on the baseline of text to select it with the pointer tool or triple-click on text with the text tool.)
2. Go to the Object menu to Paint Style.
3. The Paint Style dialog box appears. If you want to fill an object, click on fill and select a color. Repeat for to stroke an object. (Always fill text with color, never stroke.)

You can re-size an object or a place image by selecting the Scale Tool from the toolbox, clicking on the corner of the image to be re-sized and dragging the image. Remember that holding down the shift key while dragging will keep the object's dimensions in proportion. Always use the shift key when re-sizing a signature, scan or logo. If you goof, go the Edit menu to Undo or hit the command and z keys together. You can study the toolbox dialog box on page 7 of the Adobe Illustrator User Guide to learn the names and functions of each of the toolbox icons, as well as other useful tips.

Not only does Photoshop, XPress and Illustrator incorporate all the elements of graphic arts software into an easy and fun package, but they also provide concise, professional features that allow the artist to present a total image. Learning typography and design as an art is fulfilling and rewarding, not only on a professional level but also on an amateur one. As you learn how to use the Mac and it's various software "tools", you gain a respect and admiration for the art of graphics.

